

# Package ‘ryandexdirect’

March 17, 2023

**Type** Package

**Title** Load Data From 'Yandex Direct'

**Version** 3.6.2

**Description** Load data from 'Yandex Direct' API V5  
<<https://yandex.ru/dev/direct/doc/dg/concepts/about-docpage>> into R.  
Provide function for load lists of campaigns, ads, keywords and other  
objects from 'Yandex Direct' account. Also you can load statistic from  
API 'Reports Service' <<https://yandex.ru/dev/direct/doc/reports/reports-docpage>>.  
And allows keyword bids management.

**License** GPL-2

**Author** Alexey Seleznev [aut, cre] (<<https://orcid.org/0000-0003-0410-7385>>)

**Maintainer** Alexey Seleznev <selesnow@gmail.com>

**Depends** R (>= 3.5.0)

**BugReports** <https://github.com/selesnow/ryandexdirect/issues>

**URL** <https://selesnow.github.io/ryandexdirect/>,  
<https://t.me/R4marketing>,  
<https://www.youtube.com/playlist?list=PLD2LDq8edf4oUo0L9Kw77ZXf0KcV1hu67>

**Imports** utils, httr, bitops, jsonlite, xml2, data.table, readr,  
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**Suggests** knitr, rmarkdown, kableExtra, googleAnalyticsR

**Encoding** UTF-8

**Language** ru

**VignetteBuilder** knitr

**NeedsCompilation** no

**Repository** CRAN

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ryandexdirect-package *Load Data From 'Yandex Direct'*

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### Description

Load data from 'Yandex Direct' API V5 <<https://yandex.ru/dev/direct/doc/dg/concepts/about-docpage>> into R. Provide function for load lists of campaigns, ads, keywords and other objects from 'Yandex Direct' account. Also you can load statistic from API 'Reports Service' <<https://yandex.ru/dev/direct/doc/reports/reports-docpage>>. And allows keyword bids management.

### Details

The DESCRIPTION file:

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 License: GPL-2  
 Authors@R: c(person(given = "Alexey", family = "Seleznev", role = c("aut", "cre"), email = "selesnow@gmail.com", co  
 Author: Alexey Seleznev [aut, cre] (<<https://orcid.org/0000-0003-0410-7385>>)  
 Maintainer: Alexey Seleznev <selesnow@gmail.com>  
 Depends: R (>= 3.5.0)  
 BugReports: <https://github.com/selesnow/ryandexdirect/issues>  
 URL: <https://selesnow.github.io/ryandexdirect/>, <https://t.me/R4marketing>, <https://www.youtube.com/playlist?list=>  
 Imports: utils, httr, bitops, jsonlite, xml2, data.table, readr, magrittr, dplyr, tidyr (>= 1.0.0), purrr, stringr  
 Suggests: knitr, rmarkdown, kableExtra, googleAnalyticsR  
 Encoding: UTF-8  
 Language: ru  
 VignetteBuilder: knitr

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yadirStopKeyWords	Suspend impressions by KeyWords

**Author(s)**

Alexey Seleznev [aut, cre] (<<https://orcid.org/0000-0003-0410-7385>>)

Maintainer: Alexey Seleznev <selesnow@gmail.com>

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ryandexdirect-deprecated

*Deprecated functions in ryandexdirect*

---

**Description**

List of deprecated functions and their new versions.

**Deprecated functions**

Next function is deprecated:

yadirGetCampaignList() use [yadirGetCampaign\(\)](#), from september 2019

**yadirGetCampaignListOld()** use [yadirGetCampaign\(\)](#), from april 2019

**yadirGetLogsData()** use [rym\\_get\\_logs\(\)](#), from april 2019

**yadirGetMetrikaGAData()** use [rym\\_get\\_ga\(\)](#), from april 2019

**yadirGetSummaryStat()** use [yadirGetReport\(\)](#), from march 2017

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yadirAuth

*Authentication in 'Yandex Direct' API*

---

**Description**

Get API Token for 'Yandex Direct' account

**Usage**

```
yadirAuth(Login = getOption("ryandexdirect.user"),
          NewUser = FALSE,
          TokenPath = yadirTokenPath())
```

**Arguments**

Login	character, your login at Yandex, require
NewUser	logical, use TRUE if you want login into new account
TokenPath	Path to directory where you save credential data

**Value**

R object with api token

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
library(ryandexdirect)
yadirAuth(Login = "login", NewUser = TRUE,
           TokenPath = tempdir())

## End(Not run)
```

---

yadirCurrencyRates     *Get currencies*

---

**Description**

Exchange rates, currency parameters and restrictions.

**Usage**

```
yadirCurrencyRates(
  Login = getOption("ryandexdirect.user"),
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  Token = NULL,
  TokenPath = yadirTokenPath())
```

**Arguments**

Login	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account
TokenPath	Path to directory where you save credential data
Token	character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth

**Value**

data frame with campaigns names and parameters

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# from storage tokrn
library(ryandexdirect)
cur <- yadirCurrencyRates(Login = "login" ,
                          TokenPath = tempdir())

# from auth object

aut <- yadirAuth(Login = "login", NewUser = TRUE,
                 TokenPath = tempdir())
cur2 <- yadirCurrencyRates(Login = "login" ,
                           Token = aut)

## End(Not run)
```

---

yadirGetAdGroups	<i>Get AdGroups List</i>
------------------	--------------------------

---

**Description**

Returns parameters of adgroups that meet specified criteria.

**Usage**

```
yadirGetAdGroups(CampaignIds = NULL,
                 Ids          = NA,
                 Types        = c("TEXT_AD_GROUP",
                                   "MOBILE_APP_AD_GROUP",
                                   "DYNAMIC_TEXT_AD_GROUP",
                                   "CPM_BANNER_AD_GROUP",
                                   "CPM_VIDEO_AD_GROUP",
                                   "SMART_AD_GROUP"),
                 Statuses     = c("ACCEPTED",
                                   "DRAFT",
                                   "MODERATION",
                                   "PREACCEPTED",
                                   "REJECTED"),
                 Login        = getOption("ryandexdirect.user"),
```

```

AgencyAccount = getOption("ryandexdirect.agency_account"),
Token          = NULL,
TokenPath      = yadirTokenPath()

```

### Arguments

CampaignIds	character vector with yandex direct campaign ID, require
Ids	character vector with yandex direct adgroup ID
Types	character vector with adgroup types states
Statuses	character vector with adgroup types statuses
Login	character, your login at Yandex, require
Token	character, your Yandex Direct API Token, require
AgencyAccount	Your agency account login, if you get statistic from client account
TokenPath	Path to directory where you save credential data

### Value

data frame with adgroups names and parameters

### Author(s)

Alexey Seleznev

### Examples

```

## Not run:
#For get adgroups data frame
# Get data from clients account
my_ad_group <- yadirGetAdGroups(Login = "login")

# Get data from agency account
### !!!Please choose another TokenPath to save the Login permanently.
my_ad_group <- yadirGetAdGroups(Login      = "client_login",
                               AgencyAccount = "agency_login",
                               TokenPath    = tempdir())

## End(Not run)

```

---

yadirGetAds

*Get Ads List From 'Yandex Direct' account*


---

### Description

Returns the parameters of ads that match the specified criteria.

**Usage**

```

yadirGetAds(CampaignIds = NULL,
            AdGroupIds  = NA,
            Ids         = NA,
            Types       = c("TEXT_AD", "MOBILE_APP_AD", "DYNAMIC_TEXT_AD",
                           "IMAGE_AD", "CPC_VIDEO_AD", "CPM_BANNER_AD",
                           "CPM_VIDEO_AD", "SMART_AD"),
            States      = c("OFF", "ON", "SUSPENDED", "OFF_BY_MONITORING", "ARCHIVED"),
            Login       = getOption("ryandexdirect.user"),
            Token       = NULL,
            AgencyAccount = getOption("ryandexdirect.agency_account"),
            TokenPath   = yadirTokenPath())

```

**Arguments**

CampaignIds	character vector with yandex direct campaign ID, require
AdGroupIds	character vector with yandex direct adgroup ID
Ids	character vector with yandex direct ad ID
Types	character vector, types of ads: TEXT_AD, MOBILE_APP_AD, DYNAMIC_TEXT_AD, IMAGE_AD, CPC_VIDEO_AD, CPM_BANNER_AD, CPM_VIDEO_AD, SMART_AD
States	character vector with ad states
Login	character, your login at Yandex, require
Token	character, your Yandex Direct API Token, require
AgencyAccount	Your agency account login, if you get statistic from client account
TokenPath	Path to directory where you save credential data

**Value**

Data Frame

**Author(s)**

Alexey Seleznev

**Examples**

```

## Not run:
### Please choose another TokenPath to save the Login permanently.
#For get ads data frame
# Get ads from client account
aut <- yadirAuth(Login = "login", NewUser = TRUE,
                TokenPath = tempdir())
my_ads <- yadirGetAds(Login = "login",
                    Token = aut)

# Get data from agency account
aut <- yadirAuth(Login = "agency_login", NewUser = TRUE,

```

```
TokenPath = tempdir())

my_ads <- yadirGetAds(Login = "client_login",
  AgencyAccount = "agency_login",
  Token = aut)

## End(Not run)
```

---

yadirGetBalance      *Get 'Yandex Direct' account balance*

---

### Description

Returns settings for shared accounts.

### Usage

```
yadirGetBalance(Logins      = getOption("ryandexdirect.user"),
  Token                = NULL,
  AgencyAccount        = getOption("ryandexdirect.agency_account"),
  TokenPath            = yadirTokenPath())
```

### Arguments

Logins	character vector, your logins at Yandex Direct, require
Token	character, your Yandex Direct API Token, require
AgencyAccount	Your agency account login, if you get statistic from client account
TokenPath	Path to directory where you save credential data

### Value

Data frame

### Author(s)

Alexey Seleznev

### Examples

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
aut <- yadirAuth(Login = "login", NewUser = TRUE,
  TokenPath = tempdir())
#For get accounts from client account use
my_balance <- yadirGetBalance(Logins = "login",
  Token = aut)

#For get accounts from agancy account use
```

```

library(ryandexdirect)
aut <- yadirAuth(Login = "agency_login", NewUser = TRUE,
                TokenPath = tempdir())
client <- yadirGetClientList(Token = aut)
client_balance <- yadirGetBalance(Logins = client$Login,
                                AgencyAccount = "agency_login",
                                Token = aut)

## End(Not run)

```

---

yadirGetCampaign	<i>Get Campaigns List</i>
------------------	---------------------------

---

### Description

Returns the parameters of campaigns that meet the specified criteria.

### Usage

```

yadirGetCampaignList(Logins = getOption("ryandexdirect.user"),
                    States = c("OFF", "ON", "SUSPENDED",
                              "ENDED", "CONVERTED", "ARCHIVED"), Types =
                    c("TEXT_CAMPAIGN", "MOBILE_APP_CAMPAIGN",
                      "DYNAMIC_TEXT_CAMPAIGN", "CPM_BANNER_CAMPAIGN"),
                    Statuses = c("ACCEPTED", "DRAFT", "MODERATION",
                                  "REJECTED"), StatusesPayment = c("DISALLOWED",
                                                                    "ALLOWED"),
                    Token = NULL,
                    AgencyAccount = getOption("ryandexdirect.agency_account"),
                    TokenPath = yadirTokenPath())

yadirGetCampaign(Logins = getOption("ryandexdirect.user"),
                States = c("OFF", "ON", "SUSPENDED",
                          "ENDED", "CONVERTED", "ARCHIVED"), Types =
                c("TEXT_CAMPAIGN", "MOBILE_APP_CAMPAIGN", "DYNAMIC_TEXT_CAMPAIGN",
                  "CPM_BANNER_CAMPAIGN", "SMART_CAMPAIGN"),
                Statuses = c("ACCEPTED", "DRAFT", "MODERATION",
                              "REJECTED"), StatusesPayment = c("DISALLOWED",
                                                                "ALLOWED"),
                Token = NULL,
                AgencyAccount = getOption("ryandexdirect.agency_account"),
                TokenPath = yadirTokenPath())

```

### Arguments

Logins	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account
TokenPath	Path to directory where you save credential data

Token	character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth
States	character vector, filter by campaign states, for example c("OFF", "ON", "SUSPENDED", "ENDED", "CONVERTED", "ARCHIVED")
Types	character vector with campaign types, example c("TEXT_CAMPAIGN", "MOBILE_APP_CAMPAIGN", "DYNAMIC_TEXT_CAMPAIGN")
Statuses	character vector, filter campaign list by status, for example c("ACCEPTED", "DRAFT", "MODERATION", "REJECTED")
StatusesPayment	character vector, filter campaign list by payment status, for example c("DISALLOWED", "ALLOWED")

**Value**

data frame with campaigns names and parameters

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
#Get data from client accounts
my_ad_group <- yadirGetCampaign(Login = "login",
                               TokenPath = tempdir())

#Get data from agency account
# Auth
aut <- yadirAuth(Login = "agency_login",
                 NewUser = TRUE,
                 TokenPath = tempdir())

# Load Ad Group List
my_ad_group <- yadirGetCampaign(Login = "client_login",
                               Token = aut,
                               TokenPath = tempdir())

## End(Not run)
```

---

yadirGetClientList      *Get Client List From Agency Account*

---

**Description**

Returns a list of advertisers - agency clients, their parameters and settings of the main representatives of the advertiser.

**Usage**

```
yadirGetClientList(
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  Token         = NULL,
  TokenPath     = yadirTokenPath())
```

**Arguments**

AgencyAccount Your agency account login, if you get statistic from client account

TokenPath Path to directory where you save credential data

Token character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth

**Value**

data frame with client list

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
my_client <- yadirGetClientList(AgencyAccount = "agency_login",
                               TokenPath = tempdir())

## End(Not run)
```

---

yadirGetClientParam *Get params list from 'Yandex Direct' agency clients*

---

**Description**

Returns the parameters of the advertiser and the settings of the user - the representative of the advertiser or the parameters of the agency and the settings of the user - the representative of the agency.

**Usage**

```
yadirGetClientParam(Language = "ru",
  Logins = getOption("ryandexdirect.user"),
  Token = NULL,
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  TokenPath     = yadirTokenPath())
```

**Arguments**

Logins	Character vector of yandex logins
AgencyAccount	Your agency account login, if you get statistic from client account
TokenPath	Path to directory where you save credential data
Token	character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth
Language	Answer language one of en, ru, tr, uk

**Value**

data frame with campaigns names and parameters

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
#Get client param from agency account
client_param <- yadirGetClientParam(AgencyAccount = "agency_login",
                                   TokenPath      = tempdir())

## End(Not run)
```

---

yadirGetCostData      *Loading Cost Data for Upload to Google Analytics*

---

**Description**

Get data on expenses, impressions and clicks on advertising campaigns, keywords and ads for further loading into 'Google Analytics' source.

**Usage**

```
yadirGetCostData(
  DateFrom = Sys.Date() - 31,
  DateTo   = Sys.Date() - 1,
  Source   = 'yandex',
  Medium   = 'cpc',
  IncludeVAT      = "YES",
  IncludeDiscount = "NO",
  Login           = getOption("ryandexdirect.user"),
  AgencyAccount   = getOption("ryandexdirect.agency_account"),
  FetchBy         = NULL,
  Token           = NULL,
  TokenPath       = yadirTokenPath())
```

**Arguments**

DateFrom	If your select CUSTOM_DATE in DateRangeType you must enter start date in this argument in YYYY-MM-DD format else you can not used this argument
DateTo	If your select CUSTOM_DATE in DateRangeType you must enter end date in this argument in YYYY-MM-DD format else you can not used this argument
Source	Character, UTM source
Medium	Character, UTM medium
IncludeVAT	Include or exclude VAT, one of "NO" or "YES"
IncludeDiscount	Include or exclude Discount, one of "NO" or "YES"
Login	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account
FetchBy	Split the query by date range. Allowed values: "DAY", "WEEK", "MONTH", "QUARTER", "YEAR".
TokenPath	Path to directory where you save credential data
Token	character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth

**Value**

Data frame with cost data

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
###
# Use googleAnalyticsR for upload data into Google Analytics
library(googleAnalyticsR)

# load cost data
cost_data <- yadirGetCostData(DateFrom = "2020-05-10",
                             DateTo = '2020-05-14')

# upload into GA source
ga_custom_upload_file(accountId      = xxxx,
                      webPropertyId  = "UA-xxxx-1",
                      customDataSourceId = 'abcdefg',
                      cost_data)

## End(Not run)
```

---

yadirGetDictionary     *Get Dictionary from 'Yandex Direct'*

---

### Description

Returns reference data: regions, time zones, exchange rates, list of metro stations, restrictions on parameter values, external networks (SSP), Crypt segments for targeting by user profile, etc.

### Usage

```
yadirGetDictionary(DictionaryName = "GeoRegions",
                   Language       = "ru",
                   Login          = getOption("ryandexdirect.user"),
                   Token          = NULL,
                   AgencyAccount = getOption("ryandexdirect.agency_account"),
                   TokenPath     = yadirTokenPath())
```

### Arguments

DictionaryName	character string with Dictionary name, one of Currencies, MetroStations, GeoRegions, TimeZones, Constants, AdCategories, OperationSystemVersions, ProductivityAssertions, SupplySidePlatforms, Interests
Language	Answer message language, by default "ru", support one of en, ru, tr, uk
Login	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account
TokenPath	Path to directory where you save credential data
Token	character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth

### Value

Data Frame

### Author(s)

Alexey Seleznev

### References

For more details go [link](#)

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
geo <- yadirGetDictionary(Login = "login",
                          DictionaryName = "GeoRegions",
                          TokenPath = tempdir())

## End(Not run)
```

---

yadirGetForecast	<i>Get Forecast</i>
------------------	---------------------

---

**Description**

Returns a forecast for cost, click and impression

**Usage**

```
yadirGetForecast(Phrases,
                  GeoID      = 0,
                  Currency   = "RUB",
                  AuctionBids = "No",
                  Login       = getOption("ryandexdirect.user"),
                  Token       = NULL,
                  AgencyAccount = getOption("ryandexdirect.agency_account"),
                  TokenPath   = yadirTokenPath())
```

**Arguments**

Phrases	character vector of key phrases for which you want to get a forecast, require
GeoID	character vector, an array of key phrases for which you want to obtain statistics on search queries
Currency	The currency in which click prices and total costs in the report should be expressed. Possible values: RUB, CHF, EUR, KZT, TRY, UAH, USD, BYN.
AuctionBids	Whether to display trading results in the report (Yes / No)
Login	integer, An array of region identifiers. Allows you to get statistics on search queries made only in the specified regions, see yadirGetDictionary
Token	character, your Yandex Direct API Token, require
AgencyAccount	Your agency account login, if you get statistic from client account
TokenPath	Path to directory where you save credential data

**Value**

Data Frame

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
# get forecast
forecast <- yadirGetForecast(c('buy smartphone -xiaomi',
                              'buy samsung'),
                           Login = "selesnow")

## End(Not run)
```

---

yadirGetKeyWords	<i>Get Keywords</i>
------------------	---------------------

---

**Description**

Returns the parameters of key phrases or autotargets that match the specified criteria: the values of the placeholder variables, status and status, statistics of impressions and clicks, rates and priorities.

**Usage**

```
yadirGetKeyWords(CampaignIds = NULL, AdGroupIds = NA, Ids = NA, States
                 = c("OFF", "ON", "SUSPENDED"), WithStats = TRUE,
                 Login = getOption("ryandexdirect.user"), Token = NULL,
                 AgencyAccount = getOption("ryandexdirect.agency_account"),
                 TokenPath = yadirTokenPath())
```

**Arguments**

CampaignIds	character vector with yandex direct campaign ID, require
AdGroupIds	character vector with yandex direct adgroup ID
Ids	character vector with yandex direct ad ID
States	character vector with ad states
WithStats	logical, if TRUE then load stat by impressions and click but load process will be long durations
Login	character, your login at Yandex, require
Token	character, your Yandex Direct API Token, require
AgencyAccount	Your agency account login, if you get statistic from client account
TokenPath	Path to directory where you save credential data

**Value**

data frame with campaigns names and parameters

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:

# get data from agency account
### Please choose another TokenPath to save the Login permanently.
my_keywords <- yadirGetKeyWords(Login = "client_login",
                               AgencyAccount = "agency_login",
                               TokenPath = tempdir())

## End(Not run)
```

---

yadirGetKeyWordsBids *Get KeyWords Bids*


---

**Description**

Returns bids and priorities for key phrases and auto-targeting that meet specified criteria, as well as bidding data: bids and write-off prices for different traffic volumes on a search and bids to reach different audience shares in networks.

**Usage**

```
yadirGetKeyWordsBids(
  KeywordIds = NULL,
  AdGroupIds = NULL,
  CampaignIds = NULL,
  AuctionBids = c(NA,
                  "search",
                  "network"),
  Login = getOption("ryandexdirect.user"),
  Token = NULL,
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  TokenPath = yadirTokenPath())
```

**Arguments**

KeywordIds	Phrase ID. Specified if you want to update the bid for an individual phrase.
AdGroupIds	Ad Group ID. Specified if you need to update bids for all group phrases.
CampaignIds	Campaign ID. Specified if you need to update bids for all campaign phrases.
AuctionBids	Data on auctions, specify information about which auctions you are requesting. The values are: NA, "search", "network"
Login	Your Yandex Login

AgencyAccount	Your agency account login, if you get statistic from client account
Token	Your Yandex API Token
TokenPath	Path to directory where you save credential data

### Details

Use AuctionBids = "search" when you need traffic volume, bid on the search corresponding to the specified amount of traffic and charged price corresponding to the specified amount of traffic. Use AuctionBids = "network" when you need get frequency of the show (audience share) in networks (specified in percent from 0 to 100) and network bid that matches the frequency shown.

### Value

Data Frame with keyword bids and auction data

### Author(s)

Alexey Seleznev

### References

[Keyword Bids API documentation](#) [Keyword Bids get method API documentation](#)

### Examples

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
## Only bids for keywords with ids 123, 234, 345
bids <- yadirGetKeyWordsBids(KeywordIds = c(123, 234, 345))

### Get bids with search auction data
search_bids <-
  yadirGetKeyWordsBids(KeywordIds = c(123, 234, 345)
                      AuctionBids = "search")

### Get bids with network auction data
network_bids <-
  yadirGetKeyWordsBids(KeywordIds = c(123, 234, 345)
                      AuctionBids = "network")

## End(Not run)
```

---

yadirGetLogins      *Get Login List or Set Login*

---

**Description**

Get and set List of accessed yandex direct login from token path.

**Usage**

```
yadirGetLogins(TokenPath = yadirTokenPath(), SetLogin = TRUE)
```

**Arguments**

TokenPath	Path to directory where you save credential data
SetLogin	Boolean, if TRUE you will choose default login

**Value**

vector with logins

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:  
logins <- yadirGetLogins()  
  
## End(Not run)
```

---

yadirGetReport      *Get Report From 'Yandex Direct Report Service'*

---

**Description**

The 'Service Report' is designed to get statistics on the advertiser's account. You must set period, choose report type and needed fields, and get statistic.

**Usage**

```
yadirGetReport(ReportType = "CUSTOM_REPORT", DateRangeType =
  "CUSTOM_DATE", DateFrom = Sys.Date() - 31,
  DateTo = Sys.Date() - 1,
  FieldNames = c("CampaignName", "Impressions",
  "Clicks", "Cost"), FilterList = NULL, Goals = NULL,
  AttributionModels = NULL, IncludeVAT = "YES",
  IncludeDiscount = "NO", Login = getOption("ryandexdirect.user"),
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  FetchBy = NULL, Token = NULL, TokenPath = yadirTokenPath(),
  SkipErrors = TRUE)
```

**Arguments**

ReportType	Report level, one from ACCOUNT_PERFORMANCE_REPORT, CAMPAIGN_PERFORMANCE_REPORT, ADGROUP_PERFORMANCE_REPORT, AD_PERFORMANCE_REPORT, CRITERIA_PERFORMANCE_REPORT, CUSTOM_REPORT, SEARCH_QUERY_PERFORMANCE_REPORT. For detail go <a href="https://tech.yandex.ru/direct/doc/reports/type-docpage/">https://tech.yandex.ru/direct/doc/reports/type-docpage/</a>
DateRangeType	Reporting period, one from TODAY, YESTERDAY, LAST_3_DAYS, LAST_5_DAYS, LAST_7_DAYS, LAST_14_DAYS, LAST_30_DAYS, LAST_90_DAYS, LAST_365_DAYS, THIS_WEEK_MON_TODAY, THIS_WEEK_SUN_TODAY, LAST_WEEK, LAST_BUSINESS_WEEK, LAST_WEEK_SUN_SAT, THIS_MONTH, LAST_MONTH, ALL_TIME, CUSTOM_DATE, AUTO. For detail go <a href="https://tech.yandex.ru/direct/doc/reports/period-docpage/">https://tech.yandex.ru/direct/doc/reports/period-docpage/</a>
DateFrom	If your select CUSTOM_DATE in DateRangeType you must enter start date in this argument in YYYY-MM-DD format else you can not used this argument
DateTo	If your select CUSTOM_DATE in DateRangeType you must enter end date in this argument in YYYY-MM-DD format else you can not used this argument
FieldNames	Character vector with field names list, for example c("Date", "CampaignName", "Impressions", "Clicks"), for more details go <a href="https://yandex.ru/dev/direct/doc/reports/fields-list-docpage">https://yandex.ru/dev/direct/doc/reports/fields-list-docpage</a>
FilterList	Character vector with rows filters, for example c("Clicks GREATER_THAN 99", "Impressions LESS_THAN 1000"), for more details go <a href="https://tech.yandex.ru/direct/doc/reports/filter-docpage/">https://tech.yandex.ru/direct/doc/reports/filter-docpage/</a>
Goals	integer vector, id of the Yandex.Metric goals for which you want to get statistics. No more than 10 elements in the array. For example c(182453, 182452, 23458860).
AttributionModels	Attribution models used in the calculation of data on Yandex.Metrica goals. For example c("LSC", "LC", "FC"), see detail for more information.
IncludeVAT	Include or exclude VAT, one of "NO" or "YES"
IncludeDiscount	Include or exclude Discount, one of "NO" or "YES"
Login	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account

FetchBy	Split the query by date range. Allowed values: "DAY", "WEEK", "MONTH", "QUARTER", "YEAR".
TokenPath	Path to directory where you save credential data
Token	character or list object, your Yandex API Token, you can get this by function yadirGetToken or yadirAuth
SkipErrors	Logical, if TRUE function skip all errors of API answer

## Details

Attribution model is the rule, what transition to consider the source of the visit.

Possible Values:

**FC** The first transition. The source of any visitor visits is his first visit to the site in the last 180 days. This model allows you to track the source of advertising, which first brought the client and thereby influenced all subsequent interactions with the site.

**LC** The last transition. The source of the visit is considered to be a transition, as a result of which the visitor is currently visiting the site, regardless of the history of visits. This model can be used in the technical analysis of the site. To assess the performance of advertising campaigns, use the Last significant transition model.

**LSC** Is the last significant transition. All sources of transitions for the last 90 days are conventionally divided into significant (your ads) and insignificant (transitions from saved pages, internal transitions or direct visits to the site). The source of the visit is considered to be an ad transition. If the visit occurred after an insignificant transition, then its source is considered the last transition on the ad. This model allows you to take into account the conversions that are lost in the model Last transition due to technical limitations on the duration of the visit.

**LYDC** Last click from Yandex.Direct. Of all the recent significant transitions, only Direct is taken into account. If a user at least once went to the site by an ad in Yandex.Direct, then this transition is considered the source of all subsequent visits - until the user clicks on the ad again. This model helps to see all the visits associated with the Directorate, including those that would be attributed to other sources in other attribution models.

The AttributionModels parameter can be specified only if the Goals parameter is specified. If the Goals parameter is specified, and the AttributionModels parameter is not, the default value is LSC.

If several attribution models are specified, the data will be displayed for each model separately.

## Value

Data frame with the requested fields

## Author(s)

Alexey Seleznev

**References**

[Official docs of 'Service Reports'](#)

[What are goals?](#)

[What are attribution models?](#)

[Docs on ryandexdirect website](#)

**See Also**

For get more details see vignett vignette("yandex-direct-get-stat", package = "ryandexdirect")

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# For get Report from client account
statAgency <- yadirGetReport(ReportType      = "ACCOUNT_PERFORMANCE_REPORT",
                             DateRangeType   = "CUSTOM_DATE",
                             DateFrom        = "2018-01-01",
                             DateTo          = "2018-05-10",
                             FieldNames      = c("AdNetworkType",
                                                  "Impressions",
                                                  "Clicks",
                                                  "Cost"),

Goals = c(182453,
          182452,
          234588),

AttributionModels = c("LSC", "LC"),
                    IncludeVAT      = "YES",
                    IncludeDiscount = "NO",
                    Login            = "client_login",
                    TokenPath        = tempdir())

# For get data from agency client account
statAgency <- yadirGetReport(ReportType = "ACCOUNT_PERFORMANCE_REPORT",
                             DateRangeType = "CUSTOM_DATE",
                             DateFrom = "2018-01-01",
                             DateTo = "2018-05-10",
                             FieldNames = c("AdNetworkType",
                                              "Impressions",
                                              "Clicks",
                                              "Cost"),
                             IncludeVAT = "YES",
                             IncludeDiscount = "NO",
                             Login = "client_login",
                             AgencyAccount = "agency_login",
                             TokenPath = tempdir())

## End(Not run)
```

---

yadirGetSiteLinks      *Get Fast Links*

---

### Description

Returns sets of quick links that meet the specified criteria.

### Usage

```
yadirGetSiteLinks(  
  Login = getOption("ryandexdirect.user"),  
  Token = NULL,  
  Ids   = NULL,  
  AgencyAccount = getOption("ryandexdirect.agency_account"),  
  TokenPath     = yadirTokenPath())
```

### Arguments

Login	character, your logins at Yandex Direct, require
Token	character, your Yandex Direct API Token, require
Ids	integer vector, ids of sitelinks sets
AgencyAccount	Your agency account login, if you get statistic from client account
TokenPath	Path to directory where you save credential data

### Value

data frame with SiteLinks parameters, id, title, href and description

### Author(s)

Alexey Seleznev

### Examples

```
## Not run:  
# Recommendation, please choose another TokenPath to save the Login permanently.  
sl <- yadirGetSiteLinks(Login      = "your.yandex.login",  
  Ids      = c(5276537,  
              8927897239,  
              252627,  
              33123),  
  TokenPath = tempdir())  
  
## End(Not run)
```

---

yadirGetToken      *Auth in 'Yandex Direct' API*

---

**Description**

Simplified, one-step API authorization.

**Usage**

```
yadirGetToken(Login = NULL, TokenPath = yadirTokenPath())
```

**Arguments**

Login	character, your login at Yandex, require
TokenPath	Path to directory where you save credential data

**Value**

R object with api token

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:  
### Please choose another TokenPath to save the Login permanently.  
myToken <- yadirGetToken(TokenPath = tempdir())  
  
## End(Not run)
```

---

yadirGetWordStatReport  
*Get WordStat Report*

---

**Description**

Returns a search query statistics report from 'Wordstat'.

**Usage**

```
yadirGetWordStatReport(
  Phrases,
  GeoID      = 0,
  Login      = getOption("ryandexdirect.user"),
  Token      = NULL,
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  TokenPath  = yadirTokenPath())
```

**Arguments**

Phrases	character vector with yandex direct campaign ID, require
GeoID	character vector, an array of key phrases for which you want to obtain statistics on search queries
Login	integer, An array of region identifiers. Allows you to get statistics on search queries made only in the specified regions, see yadirGetDictionary
Token	character, your Yandex Direct API Token, require
AgencyAccount	Your agency account login, if you get statistic from client account
TokenPath	Path to directory where you save credential data

**Value**

Data Frame

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# get wordstat report
wsrep <- yadirGetWordStatReport(
  Phrases = 'samsung smartphone',
  Login = "abekker.ru.2017")

wsrep[['SearchedAlso']]
wsrep[['SearchedWith']]

## End(Not run)
```

---

yadirSetAgencyAccount *Set Agency Account*

---

**Description**

Set yandex direct Agency Account in current R session.

**Usage**

```
yadirSetAgencyAccount(AgencyAccount, TokenPath = yadirTokenPath())
```

**Arguments**

TokenPath      Path to directory where you save credential data  
AgencyAccount    Character, username of agency account in Yandex

**Value**

TRUE

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:  
yadirSetAgencyAccount('my_agency')  
  
## End(Not run)
```

---

yadirSetAutoKeyWordsBids  
*Auto Set KeyWords Bids*

---

**Description**

Assigns search phrases for phrases depending on the desired volume of traffic or rates in networks depending on the desired frequency of display (audience share).

**Usage**

```

yadirSetAutoKeyWordsBids(
    KeywordIds          = NULL,
    AdGroupIds          = NULL,
    CampaignIds         = NULL,
    TargetTrafficVolume = NULL,
    SearchIncreasePercent = NULL,
    SearchBidCeiling    = NULL,
    TargetCoverage      = NULL,
    NetworkIncreasePercent = NULL,
    NetworkBidCeiling   = NULL,
    Login               = getOption("ryandexdirect.user"),
    Token               = NULL,
    AgencyAccount       = getOption("ryandexdirect.agency_account"),
    TokenPath           = yadirTokenPath())

```

**Arguments**

KeywordIds	Phrase ID. Specified if you want to update the bid for an individual phrase.
AdGroupIds	Ad Group ID. Specified if you need to update bids for all group phrases.
CampaignIds	Campaign ID. Specified if you need to update bids for all campaign phrases.
TargetTrafficVolume	The desired amount of traffic on the search. It is specified in percents from 5 to 100. The surcharge is added to the rate corresponding to the selected traffic volume (see the SearchIncreasePercent parameter).
SearchIncreasePercent	Percentage of markup on search from 0 to 1000. If not specified, the markup is not calculated.
SearchBidCeiling	Limit on bid on search. Integer. Indicated in the currency of the advertiser.
TargetCoverage	The desired frequency of display (audience share) in the networks. It is specified in percents from 1 to 100. The surcharge is added to the rate corresponding to the selected display frequency (see the NetworkIncreasePercent parameter).
NetworkIncreasePercent	Percentage of markup on network from 0 to 1000. If not specified, the markup is not calculated.
NetworkBidCeiling	Limit on network bid. Integer. Indicated in the currency of the advertiser.
Login	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account
Token	Your Yandex API Token
TokenPath	Path to directory where you save credential data

## Details

Search.

The rate corresponding to the traffic volume  $\text{TargetTrafficVolume} \times (1 + \text{SearchIncreasePercent} / 100)$ , but no more `SearchBidCeiling`.

Over time, the activity of competitors can raise the rate for the desired amount of traffic, and it will exceed the advertiser's rate. The higher the surcharge, the greater the volume of traffic, but the higher the possible costs.

Network.

The rate corresponding to the display frequency  $\text{TargetCoverage} \times (1 + \text{NetworkIncreasePercent} / 100)$ , but no more `NetworkBidCeiling`.

Over time, the activity of competitors can raise the bid for the desired frequency of display, and it will exceed the advertiser's bid. The higher the surcharge, the higher the frequency of display, but the higher the possible costs.

## Value

List with result data, object ids, warnings and errors.

## Author(s)

Alexey Seleznev

## References

[KeyWord Bids API documentation](#) [KeyWord Bids setAuto method API documentation](#)

## Examples

```
## Not run:
# loading keywords list
kw <- yadirGetKeyWords()
# set bid on search
autosetbids_search <-
  yadirSetAutoKeyWordsBids(TargetTrafficVolume = 5,
                           KeywordIds = kw$Id)
# set bid on network
autosetbids_network <-
  yadirSetAutoKeyWordsBids(TargetCoverage = 15,
                           KeywordIds = KeywordIds)

## End(Not run)
```

---

yadirSetKeyWordsBids *Set KeyWords Bids*

---

### Description

Assigns fixed bids and priorities for keyword phrases and auto-targeting.

### Usage

```
yadirSetKeyWordsBids(
  KeywordIds      = NULL,
  AdGroupIds      = NULL,
  CampaignIds     = NULL,
  StrategyPriority = c(NA,
                      "LOW",
                      "NORMAL",
                      "HIGH"),
  SearchBid       = NULL,
  NetworkBid      = NULL,
  Login           = getOption("ryandexdirect.user"),
  Token           = NULL,
  AgencyAccount   = getOption("ryandexdirect.agency_account"),
  TokenPath       = yadirTokenPath())
```

### Arguments

KeywordIds	Phrase ID. Specified if you want to update the bid for an individual phrase.
AdGroupIds	Ad Group ID. Specified if you need to update bids for all group phrases.
CampaignIds	Campaign ID. Specified if you need to update bids for all campaign phrases.
StrategyPriority	The priority of the phrase: LOW, NORMAL or HIGH. Only for automatic strategy.
SearchBid	Bid on search.
NetworkBid	Bid on network.
Login	Your Yandex Login.
AgencyAccount	Your agency account login, if you get statistic from client account.
Token	Your Yandex API Token.
TokenPath	Path to directory where you save credential data.

### Details

You can set a bet or priority:

- for a separate keyword phrase or autotarget.



---

yadirSetLogin	<i>Set Login</i>
---------------	------------------

---

**Description**

Set yandex direct login in current R session.

**Usage**

```
yadirSetLogin(Login, TokenPath = yadirTokenPath())
```

**Arguments**

TokenPath	Path to directory where you save credential data
Login	Character, your username in Yandex

**Value**

TRUE

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:  
yadirSetLogin('my_name')  
  
## End(Not run)
```

---

yadirStartAds	<i>Start Ads</i>
---------------	------------------

---

**Description**

Resumes ad impressions previously stopped by the owner.

**Usage**

```
yadirStartAds(Login = getOption("ryandexdirect.user"), Ids = NULL,  
              Token = NULL,  
              AgencyAccount = getOption("ryandexdirect.agency_account"),  
              TokenPath = yadirTokenPath())
```

**Arguments**

Ids	Integer or Character vector with Ads Ids, who will resume impressions
Login	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account
Token	Your Yandex API Token
TokenPath	Path to directory where you save credential data

**Details**

Function resume impressions and return vector with Ads Ids with error.

**Value**

Vector with ads ids which failed to resume impressions

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# Get API token
tok <- yadirGetToken(TokenPath = tempdir())

# Get ads dictionary
my_ads <- yadirGetAds(Login = "LOGIN",
                     Token = tok,
                     States = c("SUSPENDED", "OFF"))

# Resume impressions
err <- yadirStartAds(Login = "LOGIN",
                    Token = tok,
                    Ids = my_ads$Id)

## End(Not run)
```

---

yadirStartCampaigns    *Start Campaigns*

---

**Description**

Resumes impressions at the campaign level.

**Usage**

```
yadirStartCampaigns(Login = getOption("ryandexdirect.user"),  
                    Ids = NULL, Token = NULL,  
                    AgencyAccount = getOption("ryandexdirect.agency_account"),  
                    TokenPath = yadirTokenPath())
```

**Arguments**

Ids	Integer or Character vector with Campaigns Ids, who will resume impressions
Login	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account
Token	Your Yandex API Token
TokenPath	Path to directory where you save credential data

**Details**

Function resume impressions and return vector with Campaigns Ids with error.

**Value**

Vector with campaigns ids which failed to resume impressions

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:  
# Get API token  
### !!!Please choose another TokenPath to save the Login permanently.  
tok <- yadirGetToken(TokenPath = tempdir())  
  
# Get camp dictionary  
my_camp <- yadirGetCampaignList(Login = "Login", Token = tok,  
                                TokenPath = tempdir())  
  
# Resume impressions  
err <- yadirStartCampaigns(Login = "LOGIN", Token = tok, Ids = my_camp$Id,  
                            TokenPath = tempdir())  
  
## End(Not run)
```

---

yadirStartKeyWords     *Resume KeyWords*

---

### Description

Resumes impressions on previously stopped keyword phrases and auto-targeting.

### Usage

```
yadirStartKeyWords(Login = getOption("ryandexdirect.user"), Ids = NULL,
                  Token = NULL,
                  AgencyAccount = getOption("ryandexdirect.agency_account"),
                  TokenPath = yadirTokenPath())
```

### Arguments

Ids	Integer or Character vector with KeyWords Ids, who will resume impressions
Login	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account
Token	Your Yandex API Token
TokenPath	Path to directory where you save credential data

### Details

Function resume impressions and return vector with KeyWords Ids with error.

### Value

Vector with keywords ids which failed to resume impressions

### Author(s)

Alexey Seleznev

### Examples

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# Get API token
tok <- yadirGetToken(TokenPath = tempdir())

# Get camp dictionary
my_camp <- yadirGetCampaignList(Login = "Login",
                               Token = tok,
                               TokenPath = tempdir())

# Get keywords dictionary
```

```
my_kw <- yadirGetKeyWords(Login = "Login", Token = tok,
                          CampaignIds = my_camp$Id[1:10],
                          TokenPath = tempdir())

# Resume impressions
err <- yadirStartKeyWords(Login = "LOGIN", Token = tok,
                          Ids = my_kw$Id,
                          TokenPath = tempdir())

## End(Not run)
```

---

yadirStopAds

*Suspend impressions by Ads*

---

### Description

Stops Ad Impressions in 'Yandex Direct' accounts.

### Usage

```
yadirStopAds(Login = getOption("ryandexdirect.user"), Ids = NULL,
             Token = NULL, AgencyAccount = getOption("ryandexdirect.agency_account"),
             TokenPath = yadirTokenPath())
```

### Arguments

Ids	Integer or Character vector with Ads Ids, who will suspend impressions
Login	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account
Token	Your Yandex API Token
TokenPath	Path to directory where you save credential data

### Details

Function resume impressions and return vector with Ads Ids with error.

### Value

Vector with ads ids which failed to suspend impressions

### Author(s)

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# Get API token
tok <- yadirGetToken(Login = "LOGIN",
                    TokenPath = tempdir())

# Get Campaigns
my_camp <- yadirGetCampaignList(Login = "LOGIN",
                               Token = tok)

# Get ads dictionary
my_ads <- yadirGetAds(Login = "LOGIN",
                    Token = tok,
                    States = "ON",
                    CampaignIds = my_camp$Id[1:10])

# Resume impressions
err <- yadirStopAds(Login = "LOGIN", Token = tok, Ids = my_ads$Id)

## End(Not run)
```

---

yadirStopCampaigns      *Suspend impressions by Campaigns*

---

**Description**

Suspend impressions by campaigns in 'Yandex Direct' account

**Usage**

```
yadirStopCampaigns(
  Login = getOption("ryandexdirect.user"), Ids = NULL,
  Token = NULL,
  AgencyAccount = getOption("ryandexdirect.agency_account"),
  TokenPath = yadirTokenPath())
```

**Arguments**

Ids	Integer or Character vector with Campaigns Ids, who will suspend impressions
Login	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account
Token	Your Yandex API Token
TokenPath	Path to directory where you save credential data

**Details**

Function suspend impressions and return vector with Campaigns Ids with error.

**Value**

Vector with campaigns ids which failed to suspend impressions

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:
### Please choose another TokenPath to save the Login permanently.
# Get API token
tok <- yadirGetToken(TokenPath = tempdir())

# Get camp dictionary
my_camp <- yadirGetCampaignList(Login = "Login", Token = tok)

# Resume impressions
err <- yadirStopCampaigns(Login = "LOGIN", Token = tok, Ids = my_camp$Id)

## End(Not run)
```

---

yadirStopKeyWords      *Suspend impressions by KeyWords*

---

**Description**

Stops impressions by keyword phrases and autotargeting.

**Usage**

```
yadirStopKeyWords(Login = getOption("ryandexdirect.user"), Ids = NULL,
                  Token = NULL, AgencyAccount
                  = getOption("ryandexdirect.agency_account"),
                  TokenPath = yadirTokenPath())
```

**Arguments**

Ids	Integer or Character vector with KeyWords Ids, who will suspend impressions
Login	Your Yandex Login
AgencyAccount	Your agency account login, if you get statistic from client account
Token	Your Yandex API Token
TokenPath	Path to directory where you save credential data

**Details**

Function suspend impressions and return vector with KeyWords Ids with error.

**Value**

Vector with keywords ids which failed to suspend impressions

**Author(s)**

Alexey Seleznev

**Examples**

```
## Not run:  
### Please choose another TokenPath to save the Login permanently.  
# Get API token  
tok <- yadirGetToken(TokenPath = tempdir())  
  
# Get camp dictionary  
my_camp <- yadirGetCampaignList(Login = "Login", Token = tok)  
  
# Get keywords dictionary  
my_kw <- yadirGetKeyWords(Login = "Login", Token = tok, CampaignIds = my_camp$Id[1:10])  
  
# Resume impressions  
err <- yadirStopKeyWords(Login = "LOGIN", Token = tok, Ids = my_kw$Id)  
  
## End(Not run)
```

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